

ORDER



KSNV

Orders	Order / Rev:	104878	Primary AE:	Amy McCreary
	Alt Order #	06837423	Sales Office:	BLPHI
	Product Desc:	OBAMA 4 AMERICA	Sales Region	National
	Estimate:	1522		
	Flight Dates:	08/03/12 - 09/03/12		
	Original Date / Rev.	07/30/12 / 08/07/12		
	Order Type	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact		Billing Type:	Cash
	Billing Contact		Billing Calendar	Broadcast
		1010 Wisconsin Ave NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama for America <i>Revised</i>		
	Demographic	A35+	New Business Thru:	
	Product Codes:	PLC01-Democrat	Order Separation:	00 05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID	

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/26/12	472	\$375,600.00	472	\$319,260.00	0.00	
08/27/12	09/03/12	206	\$138,325.00	206	\$117,576.25	0.00	
			Totals	678	\$513,925.00	\$436,836.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$513,925.00
Market	100%	\$1,713,083.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	19%	\$325,485.83
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	19%	\$325,485.83
KTUD	1%	\$17,130.83
KVVU	22%	\$376,878.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$154,177.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pn	Rtg	Type	Spots	Amount
E 1	KSNV	08/03/12	09/03/12	M-F 5-6a WakeUp w/WaCM	5-6a		MTWTF--	30	4	\$400	001	0.00	NM	44	\$17,600.00

COMMENTS APPLY TO SUB LINES A THRU B
WAKE UP WITH THE WAGNERS

Order / Rev	104878
Alt Order #	06837423
Flight Dates	08/03/12 - 09/03/12

Advertiser:	Obama for America
Product Desc:	OBAMA 4 AMERICA
Estimate:	1522

KSNV

Order / Rev: 104878
 Alt Order #: 06837423
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama for America
 Product Desc.: OBAMA 4 AMERICA
 Estimate: 1522

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																														
E 11	KSNV	08/19/12	09/02/12	News 3 Sunrise - SUNDAY		6a-7a	-----S		30	1	\$325.001	0.00	NM	3	\$975.00																														
NEWS 3 AT SUNRISE no pgm 8/5, 8/12																																													
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Week: 08/27/12	09/02/12	-----S	1	\$325.00	0.00																																								
E 12	KSNV	08/19/12	09/02/12	Sunday Today	CM	7a-8am	-----S		30	2	\$625.001	0.00	NM	6	\$3,750.00																														
TODAY ON SUNDAY no pgm 8/5, 8/12																																													
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E 13	KSNV	08/19/12	09/02/12	Meet the Press	CM	8a-9am	-----S		30	1	\$3,000.001	0.00	NM	3	\$9,000.00																														
MEET THE PRESS no pgm 8/5, 8/12																																													
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E 14	KSNV	08/19/12	09/02/12	News 3 Today Wknd	CM	9a-930am	-----S		30	1	\$500.001	0.00	NM	3	\$1,500.00																														
NEWS 3 TODAY/WKEND no pgm 8/5, 8/12																																													
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Week: 08/27/12	09/02/12	-----S	1	\$500.00	0.00																																								
E 15	KSNV	08/19/12	09/02/12	Chris Matthews 9:30AM SM		9:30a-10a	-----S		30	1	\$500.001	0.00	NM	3	\$1,500.00																														
Chris Matthews SUN 9:30am																																													
CHRIS MATTHEWS SHOW																																													
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E 16	KSNV	08/07/12	09/03/12	M-F Today Show II 3rd HOM	CM	9-10a	MTWTF--	.30	2	\$500.001	0.00	NM	32	\$16,000.00																															
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Week: 08/14/12	08/20/12	MTWTF--	10	\$500.00	0.00																																								
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Week: 08/28/12	09/03/12	MTWTF--	10	\$500.00	0.00																																								
E 17	KSNV	08/07/12	09/03/12	M-F Today Show III 4th HOM	CM	10am-11am	MTWTF--	.30	2	\$325.001	0.00	NM	32	\$10,400.00																															
Today 4th Hour																																													
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Week: 08/07/12	08/13/12	M-----	2	\$325.00	0.00																																								
Week: 08/14/12	08/20/12	MTWTF--	10	\$325.00	0.00																																								
Week: 08/21/12	08/27/12	MTWTF--	10	\$325.00	0.00																																								
Week: 08/28/12	09/03/12	MTWTF--	10	\$325.00	0.00																																								
E 18	KSNV	08/07/12	09/03/12	Rachael Ray	CM	11am-12pm	MTWTF--	.30	2	\$325.001	0.00	NM	32	\$10,400.00																															
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COMMENTS APPLY TO SUB LINES A THRU B																																													
RACHEL RAY																																													
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Week: 08/07/12	08/13/12	M-----	2	\$325.00	0.00																																								
Week: 08/14/12	08/20/12	MTWTF--	10	\$325.00	0.00																																								
Week: 08/21/12	08/27/12	MTWTF--	10	\$325.00	0.00																																								
Week: 08/28/12	09/03/12	MTWTF--	10	\$325.00	0.00																																								
E 19	KSNV	08/07/12	09/03/12		CM	12-1230pm	MTWTF--	.30	2	\$425.001	0.00	NM	17	\$7,225.00																															

Order / Rev 104878
Alt Order # 06837423
Flight Dates 08/03/12 - 09/03/12

Advertiser Obama for America
Product Desc: OBAMA 4 AMERICA
Estimate. 1522

KSNN

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Noon News											
				Noon News											
				COMMENTS APPLY TO SUB LINES A THRU B											
				NEWS 3 AT NOON											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
Week:	08/07/12	08/13/12		M-----			2	\$425.00	0.00						
Week:	08/14/12	08/20/12		MTWTF--			5	\$425.00	0.00						
Week:	08/21/12	08/27/12		MTWTF--			5	\$425.00	0.00						
Week:	08/28/12	09/03/12		-TWTF--			5	\$425.00	0.00						
E 20	KSNV	08/07/12	09/03/12	The Agenda 1230pm	CM	1230-1p		MTWTF--		30	2	\$325.00	1	0.00	NM
				The Agenda 1230pm											
				COMMENTS APPLY TO SUB LINES A THRU B											
				NEWS 3 AGENDA											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
Week:	08/07/12	08/13/12		M-----			2	\$325.00	0.00						
Week:	08/14/12	08/20/12		MTWTF--			5	\$325.00	0.00						
Week:	08/21/12	08/27/12		MTWTF--			5	\$325.00	0.00						
Week:	08/28/12	09/03/12		-TWTF--			5	\$325.00	0.00						
E 21	KSNV	08/07/12	09/03/12	Days of our Lives	CM	1258p-2pm		MTWTF--		.30	2	\$425.00	1	0.00	NM
				Days of our Lives											
				COMMENTS APPLY TO SUB LINES A THRU B											
				DAYS OF OUR LIVES											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
Week:	08/07/12	08/13/12		M-----			2	\$425.00	0.00						
Week:	08/14/12	08/20/12		MTWTF--			5	\$425.00	0.00						
Week:	08/21/12	08/27/12		MTWTF--			5	\$425.00	0.00						
Week:	08/28/12	09/03/12		-TWTF--			5	\$425.00	0.00						
E 22	KSNV	08/07/12	09/03/12	The Doctors	CM	2pm-3pm		MTWTF--		.30	2	\$325.00	1	0.00	NM
				The Doctors											
				COMMENTS APPLY TO SUB LINES A THRU B											
				THE DOCTORS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
Week:	08/07/12	08/13/12		M-----			2	\$325.00	0.00						
Week:	08/14/12	08/20/12		MTWTF--			10	\$325.00	0.00						
Week:	08/21/12	08/27/12		MTWTF--			10	\$325.00	0.00						
Week:	08/28/12	09/03/12		-TWTF--			10	\$325.00	0.00						
E 23	KSNV	08/07/12	09/03/12	Dr Phil	CM	3-4p		MTWTF--		.30	2	\$450.00	1	0.00	NM
				Dr Phil											
				COMMENTS APPLY TO SUB LINES A THRU B											
				DR PHIL											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
Week:	08/07/12	08/13/12		M-----			2	\$450.00	0.00						
Week:	08/14/12	08/20/12		MTWTF--			10	\$450.00	0.00						
Week:	08/21/12	08/27/12		MTWTF--			10	\$450.00	0.00						
Week:	08/28/12	09/03/12		MTWTF--			10	\$450.00	0.00						
E 24	KSNV	08/07/12	09/03/12	NEWS 3 al 4 (1 HOUR)CM		4-5pm		MTWTF--		.30	2	\$700.00	1	0.00	NM
				4PM NEWS (1 hour)		(4.30 PM-5:00 PM)									
				COMMENTS APPLY TO SUB LINES A THRU B											
				NEWS											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
Week:	08/07/12	08/13/12		MTWTF--			2	\$700.00	0.00						
Week:	08/14/12	08/20/12		MTWTF--			5	\$700.00	0.00						
Week:	08/21/12	08/27/12		MTWTF--			5	\$700.00	0.00						
Week:	08/28/12	09/03/12		MTWTF--			5	\$700.00	0.00						
E 25	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm		MTWTF--		.30	2	\$700.00	1	0.00	NM
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
Week:	08/07/12	08/13/12		MTWTF--			2	\$700.00	0.00						
E 26	KSNV	08/14/12	09/03/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm		MTWTF--		.30	5	\$600.00	1	0.00	NM
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)									
				FIRST NEWS 3 AT FOUR											
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating					
Week:	08/14/12	08/20/12		MTWTF--			5	\$600.00	0.00						

Order / Rev: 104878
Alt Order #: 06837423
Flight Dates: 08/03/12 - 09/03/12

Advertiser:	Obama for America
Product Desc:	OBAMA 4 AMERICA
Estimate	1522

KSNV

Order / Rev	104878
Alt Order #:	06837423
Flight Dates:	08/03/12 - 09/03/12

Advertiser: Obama for America
Product Desc: OBAMA 4 AMERICA
Estimate: 1522

KSJV

Order / Rev.	104878
Alt Order #:	06837423
Flight Dates	08/03/12 - 09/03/12

Advertiser:	Obama for America
Product Desc	OBAMA 4 AMERICA
Estimate:	1522

KSNV

Order / Rev. 104878
 Alt Order # 06837423
 Flight Dates 08/03/12 - 09/03/12

Advertiser: Obama for America
 Product Desc: OBAMA 4 AMERICA
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KSNV

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Order / Rev: 104878
 Alt Order #: 06837423
 Flight Dates: 08/03/12 - 09/03/12

Advertiser: Obama for America
 Product Desc: OBAMA 4 AMERICA
 Estimate: 1522

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympics Daytime Weeks															
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EXTRA SPOTS WHICH AIRED IN ERROR															
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Totals													678	\$513,925.00	